Public support of trusted, local journalism makes a difference.
In The Daily Herald, we take great pride in being the primary source for local journalism in our community. And we understand that with that role comes great responsibility. That’s why we take the role so seriously. We certainly seek to tell a broad range of stories, the places we go, the things we see, the people we meet.
Everett, Wash. $3.00 (higher in outlying areas)

BIDEN ISSUES wArNING EArNING ELECTION

COVID testing line clogs

By Claudia Yaw

Classified

B4

A2

C6

THE DAILY

B6

THE DAILY

Sunday

Crossword

Entertainment

Obituaries

Herald Writer

Twitter: @EverettHerald

www.EverettOfficeFurniture.com

always in Whidbey seaplane crash

All are lost in Whidbey seaplane crash

Couple's Furniture

Coping With COVID-19

The Sunday Herald

Geek's Furniture

Coping With COVID-19

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Coping With COVID-19
A local paper such as the Herald is essential for COMMUNITY, to keep us connected to what’s happening locally. It’s a reflection of who we are as a community.

-Michael D.

Our mission

The Daily Herald began with a commitment to strong journalistic values more than 120 years ago.

The newspaper’s first editorial on Feb. 11, 1901, declared “There is in this community no one so poor or insignificant that The Herald will not defend him if he be wronged, no one so high and powerful that the Herald will not fearlessly attack him if he seek to do injustice.”

The Daily Herald of today upholds those fundamental values as the leading journalistic voice for the community we serve. No one covers all the corners of Snohomish County like we do, and no one tells our community’s stories like we can.

Our reach

Our reporting covers Snohomish County’s 18 cities and 800,000 residents.

We reach more than 100,000 digital and print readers every day.

That’s about 3 million readers per month, or one out of three households in Snohomish County.
Our impact

The most important measure of our work is whether it has impact. As the watchdog and storyteller for our community, The Daily Herald’s award-winning journalism often sparks change and sets the agenda for public policy debate. Our stories can inform decision-making, inspire action, bring people together, lead to the discovery of something new, or impact our community in ways that are immeasurable.

‘Nightmare’ at the Grand Apartments

Several investigative stories about the deplorable conditions at the Grand Apartments in Everett led to the owner being cited for violations and ordered to get the nearly centuries-old building up to code.

Thank you for the front page stories dedicated to revealing the situation at the Grand Apartments. It brought a real sense of justice to our lives.

- Former resident who led the calls for code enforcement

A wake-up call

The Herald reported in June about a levee holding back Puget Sound from Stanwood. The four-mile-long mound of dirt and grass is more than 100 years old and efforts to fix it have lagged.

It appears that your article is a wake up call for many of us who live on Camano Island. ... You do a great service to the community with coverage like this.

- Ken G., who alerted three commissioners for Island County after the Herald published a story about the threat of Stanwood’s dike failure
Special report: Tulalip’s stolen children

In June 2022 the Herald published a three-part investigation of life and death at Tulalip and elsewhere. Since the 1800s, Native American families have grappled with the trauma of abuse and forced assimilation at hundreds of boarding schools across the country. One served as a cornerstone of the Tulalip Reservation in Snohomish County.

I just wanted to take a moment to thank you for your thorough and thoughtful work on the Tulalip Indian School Series - wow, amazing journalism. As a resident of this area for the last 55 years and an educator for 40 years, it touched me deeply.

- Kris M.

In order for community healing to happen and divisions to be bridged, we have to lament.

- Ron F.
At the dump, he is just one of the guys in an orange hat

Joel Christensen, 24, who is blind and nearly deaf from a rare genetic disorder, was featured in the Herald in August. The story about Joel’s love for throwing trash in the pit at the Airport Road Recycling & Transfer Station, where he was made an honorary member of the team, connected with many readers.

Why does a curb keep cars away from the bus stop in Lake Stevens?

Sometimes, Herald reporters can make a difference for our community by simply responding to questions. When Gary asked about a divider on 20th Street SE that stops drivers from using the eastbound lane’s shoulder, he got an answer in a Street Smarts column, which regularly addresses transportation improvements and headaches.

Your article on Joel Christensen made my day! What a beautiful, heartwarming story. With all the craziness in this world, it’s so nice to read something like this.

- Natalie G.

Thank you so much for your prompt attention and very thorough analysis (as always!). My wife and I drive past that curb median frequently and I ask out loud every time, “What IS that thing?!” I really appreciate you taking time to answer that nagging question for us . . . you really made my day!

- Gary S.
You shared and we listened

Understanding what’s important to our community starts with you

Throughout 2022, The Daily Herald invited feedback from our readers, subscribers, community members and leaders in a variety of ways. Your input helped us focus our resources on the local news and information that’s most important to you.

Listening survey

More than 1,000 individuals responded to the Herald’s “Listening Survey” in July 2022. Our biggest takeaway was this: You care about the local news that’s reported in the Herald because you care about our community. The valuable information you provided helped shape our education and health reporting initiatives.

Community conversations

More than 40 individuals registered for three online community conversations about local journalism that the Herald hosted from August through October 2022. Executive Editor Phil O’Connor shared what we heard through the Listening Survey and asked for feedback about the Herald’s role in our community.

Behind the News Stories

The Herald hosted a special event in November 2022 that gave our guests an inside look at the community voices who shared their stories and the reporters and editors who told those stories with care. The night ended with a lively question-and-answer session with the audience.

“I think the Herald does a good job covering Snohomish County’s concerns given their dwindling resources. If these topics weren’t covered by a local source, it wouldn’t be covered at all.”

- Listening Survey respondent

“It’s not our stories as journalists. It’s the community’s story. It’s the person’s story. This is a real privilege for us to be able to tell other people’s stories.”

- Caleb Hutton, Herald local news editor
Community support helps us do more

Trusted, local journalism is essential for a healthy democracy and a thriving community.

Studies show a loss in local news leads to declines in civic engagement, voting rates and contested elected races and increases polarization and government costs as a result of less scrutiny. Each dollar spent on local news, however, brings hundreds in public benefits to communities.*

That’s why fact-based newsrooms across the country have turned to their communities to support the local journalism that benefits the greater good. At the Daily Herald, we’ve established community-funded journalism initiatives that enable individuals, businesses, organizations and foundations to support trusted local news.

These four journalism funds help the Herald do more reporting for you:

- Investigative Journalism
- Environmental and Climate Change Reporting
- Education Project
- Health Reporting Initiative

Learn about the challenges facing local newspapers at heraldnet.com/local-news-impact.

The Daily Herald maintains editorial control over content produced with fund resources.

*I believe in the power of local newspapers to hold power accountable and support our democracy. We need that now more than ever. Everett is a wonderful community and we’re fortunate to have The Daily Herald. Our donation to the Investigative Journalism Fund is a small part my husband and I can play to support a transparent and more just society.

- Britt S.
Investigative Journalism Fund

Investigative journalism is one of the most time-intensive and expensive types of reporting. It holds those in power accountable, validates those who often feel invisible, and seeks to right wrongs.

In 2022, the Investigative Journalism Fund supported the work of a full-time investigative reporter and some investigative editing by the news team. As a result, the Herald published 26 additional investigations throughout the year, ranging from troubles at Stevens Pass ski resort to toxic workplace claims at the Alderwood Water and Wastewater District to how an outspoken Snohomish vigilante became a deputy.

The Investigative Journalism Fund is a partnership between the Herald and Journalism Funding Partners, tax ID #84-2968843, a 501(C)(3) nonprofit organization.

Chemical exposure

In November 2022, The Daily Herald began a series of stories examining the dangers of chemical exposure to Boeing workers in the Puget Sound region, including the Everett plant. According to records obtained exclusively by the Herald, the aerospace company has attempted to study the toxicity of chemicals used in its factories — and their potential to impact worker health — with mixed results.

“A friend of mine from Everett just sent me the last story on the Boeing VS chemicals. I am one of those people, victims.”

- Former Boeing employee
Environmental and Climate Change Reporting Fund

This ambitious initiative sheds light on how climate change impacts Snohomish County’s environment, economy, and health and what our community is doing about it.

In 2022, the Environmental and Climate Change Reporting Fund continued to grow while supporting the work of a freelance writer. As a result, the Herald published eight additional local news stories about climate change, ranging from how consumers can cash in on a federal climate bill to the state’s new clean fuel standard to a push away from natural gas.

The Environmental and Climate Change Reporting Fund is a partnership between the Herald and Journalism Funding Partners, tax ID #84-2968843, a 501(C)(3) nonprofit organization.

An economic game changer

Despite dire downsides, human-caused climate change is giving a boost to the local economy in Snohomish County. In March 2022, the Herald reported how legacy industries are evolving and entrepreneurs are launching new energy industries to steer us away from carbon-emitting fossil fuels.

It is heartening to read about local companies’ innovations to combat climate change. So much of the news on the subject is depressing and downright frightening.

I think hopeful news like this encourages people to take their own steps to decarbonize instead of just giving up.

- Julie L.

I donated to the Environmental & Climate Change Reporting Fund because an informed citizenry is key to changing perhaps the most critical issue of our time.

- Mark R.
Education Project Fund

This journalism initiative covers the challenges and successes of K-12 education in Snohomish County and digs into the issues that are important for you to know.

In 2022, the fund for the Education Project received support from our community and Report for America, a national service program that helps local newsrooms report on under-covered issues. As a result, the Herald covered more than 50 additional education stories ranging from school district and school board decisions to extraordinary educators to the pandemic’s indelible mark on high school grads.

The Education Project was a partnership between the Herald and Report for America, an initiative of The Ground Truth Project, tax ID #46-0908502, a 501(C)(3) nonprofit organization.

Special educational programs for local youth

In August, the Herald reported on the Everett at Sea program, which offers outdoor, on-the-water lessons that underserved youth might not get otherwise. That story led us to Pathfinder Manufacturing in Everett, which trains dozens of at-risk high school students to make airplane parts on the way to a career.

Thank you again for your article about Pathfinder Manufacturing in October 2022. It has definitely allowed the community/region to understand who we are, what we do and highlight our mission to help at-risk high school students succeed in their respective future.

- Representative from Pathfinder Manufacturing
Health Reporting Initiative

This community journalism project grew out of a need we heard from readers and leaders for more coverage of health and wellness issues in Snohomish County, including health equity, mental and behavioral health, rural healthcare, social and family issues, homelessness, and substance abuse. Legislation, medical trends and advances, and the lingering affects of the COVID-19 pandemic all impact these and other health-related issues.

The Health Reporting Initiative, driven by a Herald reporter dedicated to the health beat, was launched in November 2022. In the last two months of the year, the Herald published 13 health-related stories that ranged from an early spike in flu and RSV cases to a new Native American crisis hotline to Medicare enrollment to the resource strain at Snohomish County hospitals.

The stories generated online readership and engagement on social media that put them among the most read and commented, showing the Health Reporting Initiative is filling a need for our community.
Together, we make an impact for our community

Our work and its impact is only possible because of people like you who value trusted, local journalism.

The numbers below are the combined totals for The Daily Herald’s four journalism initiatives since each fund was established.

<table>
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<th>Number of donations:</th>
<th>Dollars given:</th>
<th>Individual givers:</th>
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<td>3,287</td>
<td>$492,000</td>
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Learn more and donate at heraldnet.com/local-news-impact

This is where we live. We need to support access to local journalism to receive local information. Thank you to The Everett Herald, which fills this niche.

- Sarah N.

I feel very strongly about supporting local journalism. It's important for people to be informed about what is going on in their community and the world.... A free press is mandatory for a free society. I believe that journalists are unsung heroes.

- Kelli S.

I believe in supporting local newspapers because knowing my community is important. Nothing else impacts me in the same way.

- Terry B.

I support the investigative fund because I believe that my local newspaper is a crucial part of our society, and I don’t want to see the Daily Herald fail!! We need the stories your investigations provide. Those stories provide truth and inspiration. I always read them, and I encourage you all to keep up the good work!

- Sandy J.

I think local journalism is vital for our democracy and transparency in government.

- AJ A.

Thanks for keeping the local news coming. It's just plain priceless when it comes to being a well informed citizen.

- Bruce and Barbara K.

Anything that can bring out into clear view the actual realities we will be facing, are now facing, will help local communities to bring their best efforts to the issues.

- Russ L
Our most important goal is producing local journalism that makes a difference

I’m passionate about the value of local newspapers because I believe they make our communities better places to live. I first discovered the rewarding and hard work of local journalism when I wrote for my high school newspaper.

Now as the publisher of The Daily Herald, I am proud of our commitment to serve Snohomish County as the leading source of news. We’re upholding a long tradition of strong journalistic values - one that began more than 120 years ago.

But there have been a lot of changes since then. Local newspapers can no longer bring communities the news they need based on the traditional subscription and advertising models of the past. Yet, we are persevering because of your support – your readership, your engagement, your advertising, your patience with change, and your donations to our community-funded journalism initiatives, which are vital to expanding our reporting.

After all, the work of the Herald is all about making a difference for you and our community. Being a trusted, local source for journalism is at the core of our mission. Thank you for believing in our mission.

Rudi Alcott
Publisher, The Daily Herald
We believe that independent, fact-based reporting and holding those in power accountable are essential to healthy communities and a healthy democracy. We have been elevating the voices of our communities for over a century.

If you would like to learn more about supporting our community-funded journalism initiatives, contact SupportLocalJournalism@heraldnet.com.